

Message Text

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ACTION EB-08

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R 191602Z APR 77

FM AMEMBASSY ROME

TO AMCONSUL MILAN

AMCONSUL TURIN

AMCONSUL GENOA

AMCONSUL TRIESTE

AMCONSUL FLORENCE

AMCONSUL NAPLES

AMCONSUL PALERMO

INFO SECSTATE WASHDC 4073

USDOC WASHDC

UNCLAS ROME 6371

E.O. 11652: N/A

TAGS: BEXP, OTRA, IT

SUBJECT: ITALY COMMERCIAL OFFICERS CONFERENCE

REF: ROME 5743

1. AS PROMISED REFTTEL, THERE FOLLOW AGENDA TOPICS FOR THE SUBJECT CONFERENCE TO BE HELD AT THE EMBASSY ROME APRIL 26-27, AS WORKED OUT IN CONSULTATION WITH THE VARIOUS POSTS. CONFERENCE WILL BE CHAIRED BY COMMERCIAL COUNSELOR.

2. AGENDA: APRIL 26:

0900: OPENING SESSION - WELCOME AND ANNOUNCEMENTS. GREETINGS BY MISS "WORLD TRADE", LOS ANGELES CHAMBER OF COMMERCE.

0930: REMARKS BY ECMIN CALINGAERT.

0945: CONFERENCE OBJECTIVES, OVER-ALL MANAGEMENT CONCEPT FOR COUNTRY COMMERCIAL PROGRAM - COMCOUNSELOR HEIKENEN.

1015: BREAK.

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1030: DISCUSSION OF COUNTRY COMMERCIAL PROGRAM, ROLE OF CAMPAIGN MANAGER, COORDINATION.

DISCUSSION LEADERS: HEIKENEN, PITTS.

1130: PROMOTIONAL SUPPORT FOR TRADE CENTER'S EVENTS - W. WHITMAN.

1200: BUSINESS COMMUNITY PERCEPTION OF COMMERCIAL SERVICES - PANEL OF LOCAL BUSINESSMEN.

1300: BRAK FOR LUNCH.
1430: FOREIGN BUYER PROGRAM
DISCUSSION LEADER: M. SKOL.
1500: A VIEW FROM THE COMPETITION.
COMMERCIAL COUNSELOR FISHER OF BRITISH EMBASSY.
1530: THE CERP PROGRAM.
DISCUSSION LEADER: M.B. LAWRENCE.
1600: BRAK.
1615: ISSUES AND ANSWERS.

REPRESENTATIVES FROM ALL POSTS EXCEPT ROME AND MILAN
SHOULD BE PREPARED TO SPEAK FOR FIVE MINUTES ON SPECIAL
PROBLEMS OR EXPERIENCES WHICH HAVE RELEVANCE TO COUNTRY-WIDE
COMMERCIAL EFFORT. PURPOSE IS TO GIVE PARTICIPANTS FROM POSTS
WITHOUT MAJOR CONSTAFF TO DISCUSS MATTERS
AFFECTING THEIR OPERATIONS.
1730: FIRST DAY SESSIONS ADJOURNED.
1900-2100: RECEPTION GIVEN BY COMMERCIAL COUNSELOR.

APRIL 27

0900: AMERICAN CHAMBER OF COMMERCE PRESENTATION.
0930: VISIT USA PRESENTATION.
MIKE BORDA USTS PARIS/M.N. LAWRENCE.
1000: BREAK
1015: TRADE POLICY PROBLEMS, MR. WHITING.
1045: LABOR AND COMPANY PROBLEMS.
MR. E. NAGY, LABOR ATTACHE.
1115: THE ITALIAN ECONOMY/FINANCIAL PROBLEMS.
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MR. D, TEMPLEMAN, TREASURY ATTACHE.
1145: WRAP UP.
1200: CONFERENCE ADJOURNED TO USIS LIBRARY WHERE "PROGRAM
IN ACTION" RECEPTION TAKES PLACE TO PROMOTE MILAN TRADE
CENTER DATA PROCESSING SHOW.
1300: CONFERENCE ENDS. PARTICIPANTS ARE FREE FOR CONSULTATIONS
WITH OTHER ELEMENTS OF EMBASSY.

3. THE FOREGOING PROGRAM IS TIGHTLY SCHEDULED AND DESIGNED TO
GENERATE MAXIMUM PARTICIPATION BY ATTENDEES. RAPPORTEURS
RESPONSIBILITIES WILL BE SHARED AND ASSIGNED AT TIME OF MEETING.
GARDNER

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